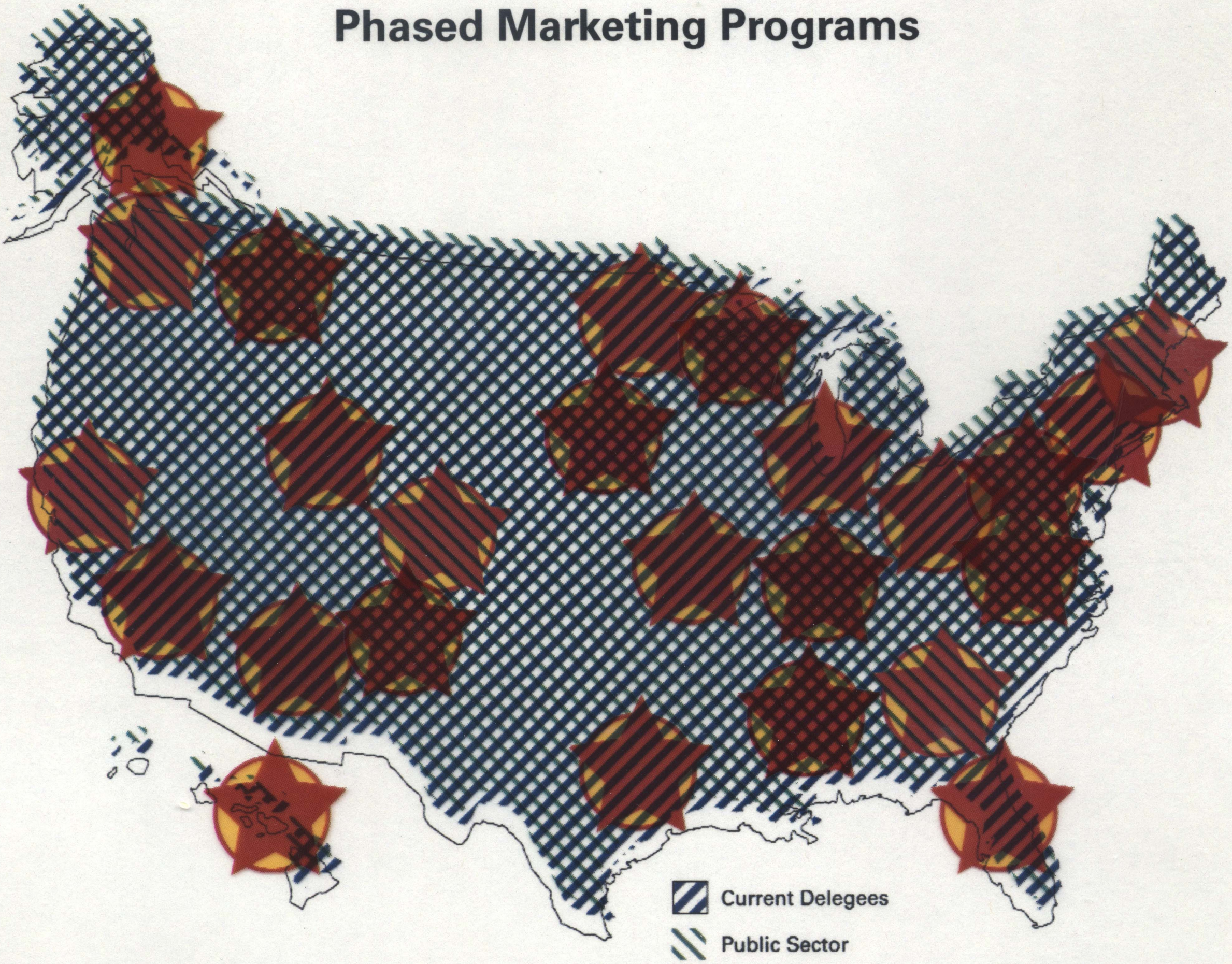
Phased Marketing Programs



Phase I Programs	Objectives	Target Markets	Tactics and Vehicles
Engage delegees	Notification Positive characterization with focus on benefits	Current delegees	Direct sales, letters, e-mails
Create demand	Create buzz and suspense to drive applications	Early adopter consumers, targeted small businesses	usTLD Web site (see Section B.2.11); programs with registrars; public relations (PR)—press releases, media events, key influencers; guerilla marketing; testing for expansion capabilities

Phase II Programs	Objectives	Target Markets	Tactics and Vehicles
Commence liftoff	Increase awareness Drive registrations Communicate benefits	Early adopter consumers, early majority consumers, targeted small businesses	usTLD Web site (see Section B.2.11); programs with registrars and channel partners; PR—press releases, media events, key influencers, and celebrity endorsements (e.g., Cal Ripkin or Smokey the Bear); national newspapers; online advertising; viral marketing; billboards
Launch e-Government	Announce eGovernment initiatives Increase awareness Communicate product benefits	Government organizations, foundations, associations, nonprofits, charities, churches	Letters to announce opportunities; collateral to communicate public interest and promote nationalistic aspects; direct mail; press announcements
Drive ethnic consumers	Widen awareness levels Drive to critical mass Increase registrations Promote product benefits Promote new applications	Ethnic citizens, ethnically owned small businesses	Programs with registrars and channel partners; PR—press releases, media events, local events; cable TV; radio; in language print

Phase III Programs	Objectives	Target Markets	Tactics and Vehicles
Spread the word	Educate on new registration cites	Consumers, self-employed, small businesses	usTLD Web site (see Section B.2.11); programs with registrars and channel partners; PR—press releases, media events, key influencers, and celebrity endorsements (e.g., Cal Ripkin or Smokey the Bear); national newspapers; online advertising; viral marketing; billboards
Application sales	Introduce new applications	Businesses, public sector	Direct sales; sales materials; seminars; e-mail campaigns; fact sheets—features and benefits of applications